

# Exhibit 17



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## Goodyear Plans Another Consumer Tire Price Hike

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Goodyear says the price hike will affect Goodyear, Dunlop and Kelly consumer tires. Prices will increase by up to 8%.

"These increases are in response to changing market dynamics in the industry and reflect the strong value of the Goodyear brands," the company said. Goodyear provided identical wording in March when it announced an **8% price hike** that went into effect on April 1.

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